

LinkedIn

A How-to Guide



Agenda

1. How to set up a LinkedIn Page
2. The full funnel approach to social
3. How to set up a paid campaign on LinkedIn
4. How to install the LinkedIn tracking tag
5. Recap

LINKEDIN PAGE SET UP

LinkedIn – Setup & Capabilities

- Create a LinkedIn company page
- Engage and network with other industry professionals
- Promote your business page through your personal profile
- Distribute B2B content
- Establish yourself as an industry expert
- Gain industry and customer insights
- Advertise to target industries, job titles, companies



Visit more LinkedIn products

- Learning
- Insights
- Post a job
- Advertise
- Groups
- ProFinder
- Slideshare

LinkedIn business services

Talent Solutions
Find, attract and recruit talent

Sales Solutions
Unlock sales opportunities

Post a job
Get your job in front of quality candidates

Advertise
Acquire customers and grow your business

Learning Solutions
Develop talent across your organization

Create a Company Page +

- To create a LinkedIn company page, go to your personal LinkedIn profile & click on the work tab at the top of the page



- The list on the left will appear
- Click “Create a Company Page +” at the bottom of the list
- You will then be asked to choose from the list below

- Small business**
Fewer than 200 employees
- Medium to large business**
More than 200 employees
- Showcase page**
Sub-pages associated with an existing page
- Educational institution**
Schools and universities

Page identity

Name *

LinkedIn public URL * @

Website

This is a link to your external website.


Company details

Industry *

Company size *

Company type *

Logo



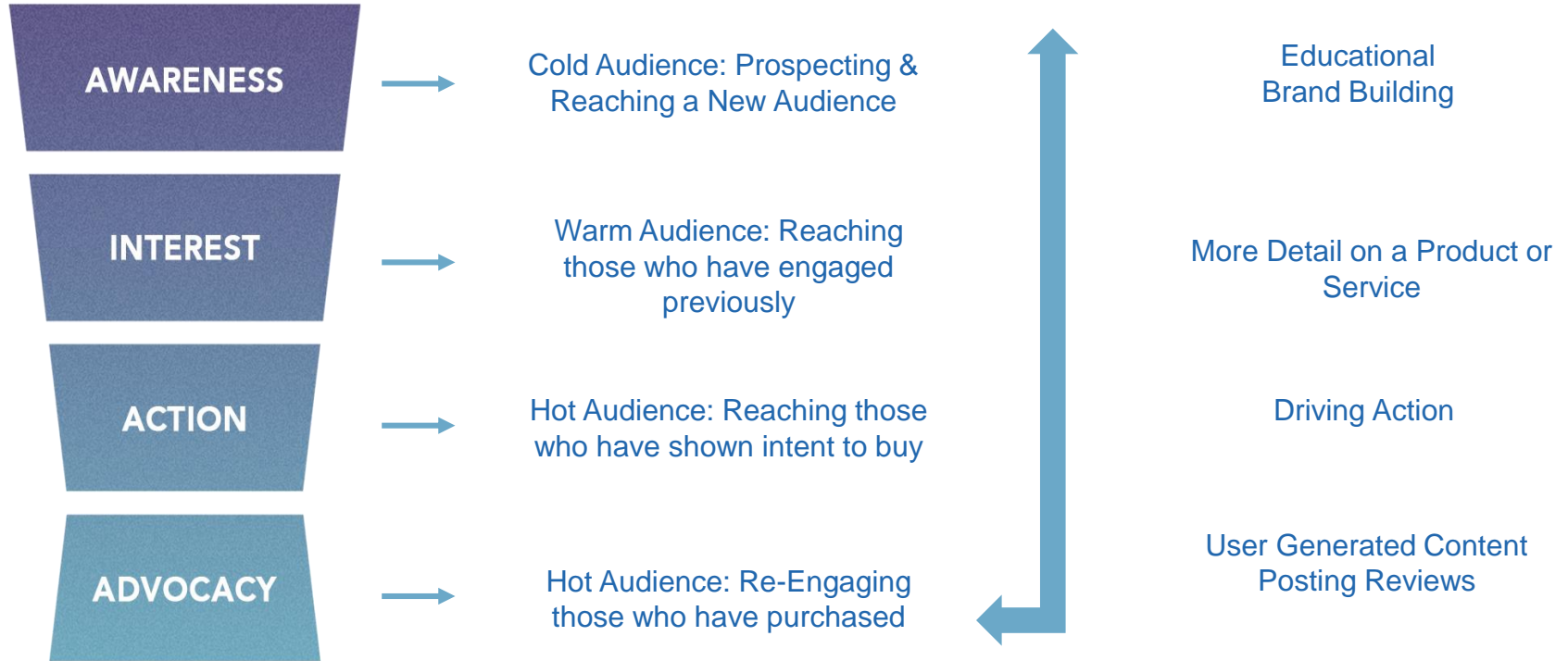
whatsthestories.jpg
Upload complete
JPEG 1,745kb

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline @

- When you have chosen your company size the next step is to fill out your company details. The list on the left will appear.
- Fill in your company details
- You should set yourself as admin. Designated Admin access allows you to make edits to your page, add other admins, and post updates.
- Below this list you will be asked to attach a company logo
- Enter a tagline and check the box to verify your role
- Click on the Create page button
- Well done – You have created a company page!
- Next step is to create a post from that page

FULL FUNNEL APPROACH TO SOCIAL CONTENT



CONTENT

Content that is relevant & helpful. Video works well here, or blog posts.

Content that is relevant & helpful works at this stage too. Here you should try get them to your site!

Here you want to talk about your USPs and why they should choose you as their broker. You are trying to get them to your site or to message you.

At this stage, you want to make sure your customers post reviews!



TARGETING

Introducing someone to your brand. This is prospecting & here you can use interest and lookalike targeting.

The interest stage, these people may have already followed you or engaged but are not ready to become customers yet. Here you can target your followers & engagers.

These people have been to your website and are ready to become a customer. You can target them using custom audiences, in particular website audiences.

These people are already your customers!

Post Types on LinkedIn

 **Lynnaire Johnston**
Word Wizard • LinkedIn Specialist NZ • Editorial copywriter of websites, ...
2w

In New Zealand, use of LinkedIn has not yet seen the same uptake it enjoys overseas. But I predict 2019 will be the year it emerges as the social media platform of choice for savvy businesses and professionals.

I have observed an upswing in the number of professional Kiwis taking LinkedIn seriously. There are more local posts in my newsfeed, LinkedIn Local events have taken off nationally and I am receiving more invitations to connect from New Zealand-based 2nd degree connections than ever before.

We are still miles behind the rest of the world, of course. Most Kiwi LinkedIn members still appear to have fewer than 500 connections (the average overseas is in the thousands, depending on location) and incomplete LinkedIn profiles. Few actively attempt to build authority in their area of expertise – which is one of LinkedIn's great opportunities.

However, while Kiwis are starting to see the advantages of using LinkedIn for their marketing, a myriad of myths persists: "You should connect only with people you know", for instance. This is no longer true or even considered best practice.

LinkedIn helps build credibility and authority, widens spheres of influence, and demonstrates commitment to community. Who wouldn't want that?

#LynnaireJohnston #WordWizard #LinkedIn #copywriting

49 Likes · 26 Comments

Like Comment Share

3 182 views of your post in the feed

Text only

 **Zurich Ireland**
13,414 followers
2w • 

We're excited to be exhibiting @BrokersIreland virtual Meet the Market Day this Thursday the 22nd of October.

...see more



Like Comment

Be the first to react

Image

 **Zurich Ireland**
13,414 followers
2w • 

Markets oscillate in stand off between economy and pandemic.


Read the full Zurich Weekly Investment news update with commentary fi ...see more



Zurich Weekly Investment News Update
zurichlife.ie

Post with Link

Post Types on LinkedIn

 **Zurich Insurance Company Ltd**
509,066 followers
1d • 🌐

+ Follow ...

Looking after your mental and physical health is more important now than ever before. Take a break from your day to answer our poll below 🙋


What helps you to de-stress? (Choose most effective)
The author can see how you vote. [Learn more](#)

- Doing exercise
- Practising mindfulness
- Eating well
- Turning off my phone

931 votes • 2d left

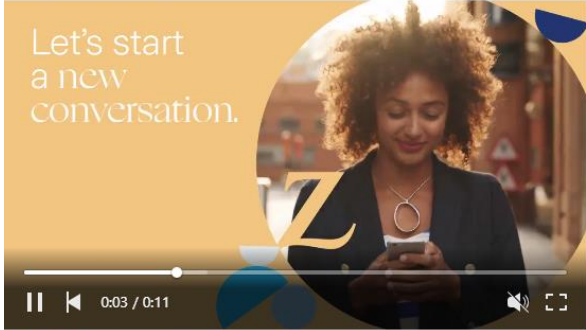
👍👎🗨️ 41 • 3 Comments

Poll

 **Zurich Insurance Company Ltd**
509,066 followers
3d • 🌐

+ Follow ...

Something's different. We've refreshed our visual **#identity** to better reflect the Zurich we are becoming, and our new **#purpose**. Let's start a new **#conversation** <https://lnkd.in/dV-fkdp>



Let's start a new conversation.

👍👎🗨️ 289 • 3 Comments • 3,392 Views

Video

 **Zurich Insurance Company Ltd**
509,066 followers
2w • 🌐

+ Follow ...

🎉 Congratulations to Jupiter Intelligence and Pops for taking home the Zurich Innovation Championship silver medal! Read more about their convincing ideas: <http://bit.ly/ZICFinal> #ZurichInnovates #Sustainability #ZIC2020



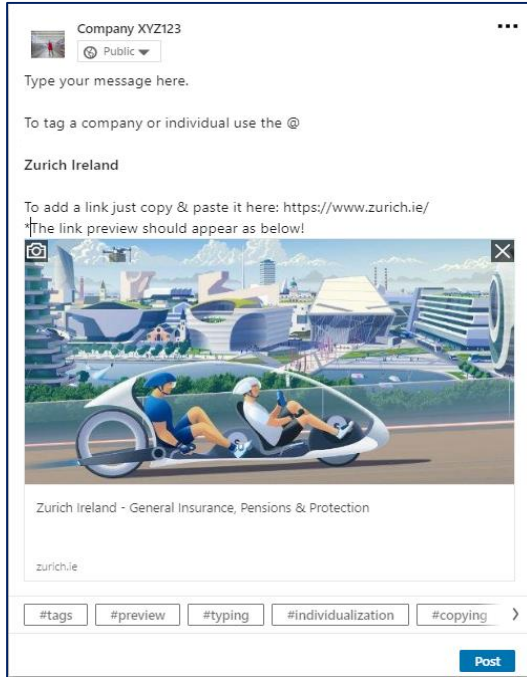
Silver Winner
Zurich Innovation Championship 2020
Pops!
Diabetes Care

Silver Winner
Zurich Innovation Championship 2020
Jupiter
Intelligence

👍👎🗨️ with Pops and 1 other
👍👎🗨️ 47 • 3 Comments

Carousel

LinkedIn – Create a post from your page

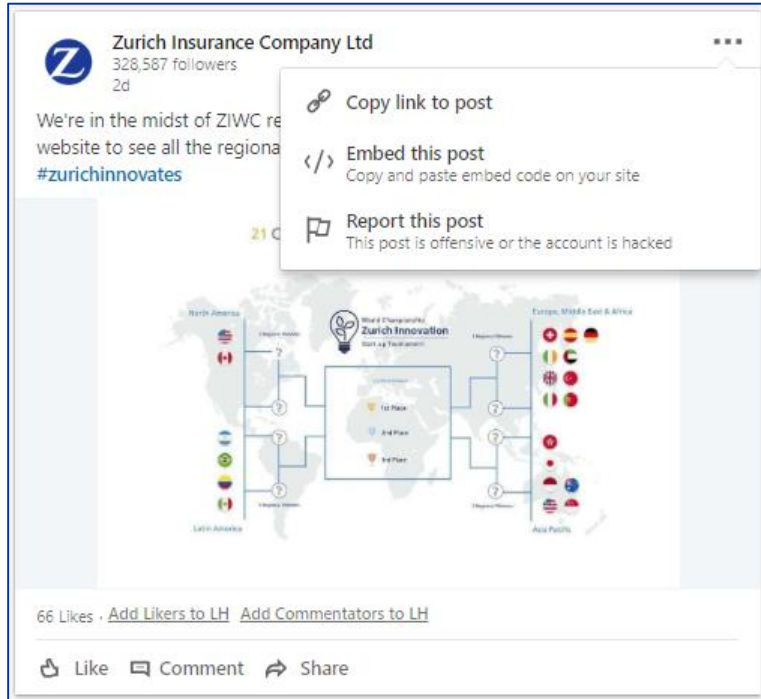


- To create a post from your company page, go to your company page by clicking the 'Me' icon



- Select your company from the drop-down list
- In the box where it says "Share an article, video or idea" start typing your message
- To tag an individual or company page use the @ and type the person's name or company name
- To add a link simply copy and paste the link below your message
- A link preview should appear as in the image on the left
- Click post to post to your company page

LinkedIn - Sharing 3rd Party Content



- To share 3rd part content on LinkedIn, go to the post you wish to share
- Click the 3 dots in the top right corner
- Select “Copy link to post”
- Use the steps shown in the previous slide when creating a new post and copy and paste the link along with your message
- The post will appear on your company page

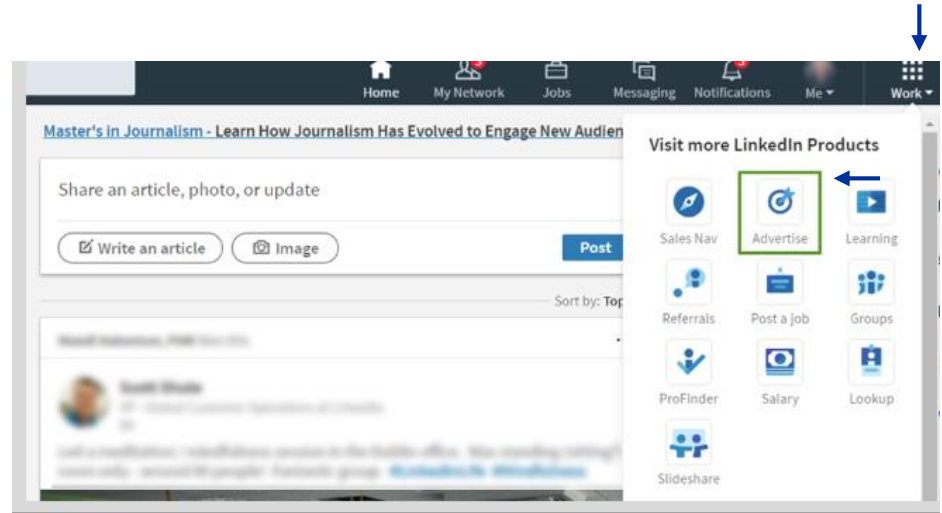
- Show Thought Leadership - LinkedIn is a great platform to showcase your expert knowledge.
- Connect – Networking on LinkedIn means connecting other profiles related to what you do and hoping that others follow suit. Ensure that you personalise connection requests.
- Post Regularly - Posting content regularly on LinkedIn will help you look more professional and improve your credibility. It can also help keep you top of mind and provide opportunities for others to engage with you.
- Engage – Engagement on LinkedIn is vital to growing your profile. Share and comment on relevant content.
- Use #Hashtags – Hashtags can help you network and will make you discoverable to other users looking for similar content.

- Don't send spammy or irrelevant messages to your connections.
- Don't ignore engagements – If people have taken time to like, comment or mention your profile then take the time to thank them or engage with them.
- Setting up your page is just the start. It takes regular attention to make it work. Try to set aside time for LinkedIn a few times per week.

LINKEDIN ADS

Social Ads – Setting up LinkedIn Manager

- On the top navigation bar, click 'Work' & then Select 'Advertise'
- You will be directed to a welcome screen prompting you create a new ad account
- If prompted to sign in to Campaign Manager, use the same email address and password you use to access your personal LinkedIn account.



- All advertising must comply with the Central Bank of Ireland's Consumer Protection Code, which you can find a copy of at www.centralbank.ie
- Another important legal requirement is to ensure that your website is compliant with Cookie requirements and the GDPR regulation. Further information on this can be found at www.dataprotection.ie

Creating your first LinkedIn Ad campaign

- First step is to determine your objective: Selecting your objectives is the first step in the new objective-based advertising. An objective is the action you want your customers to take after seeing your ad.
- Understand the Ad Formats: Advertisers on LinkedIn can use Sponsored Content, Sponsored Messaging, Text Ads, or a mix of all three. The next slide has a brief description of each format

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness

Brand awareness

Consideration

Website visits

Engagement

Video views

Conversions

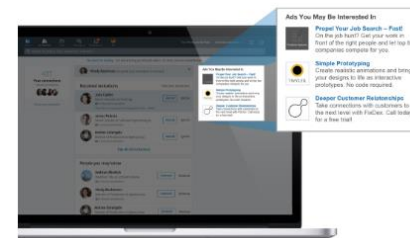
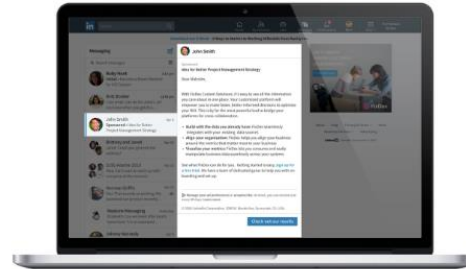
Lead generation

Website conversions

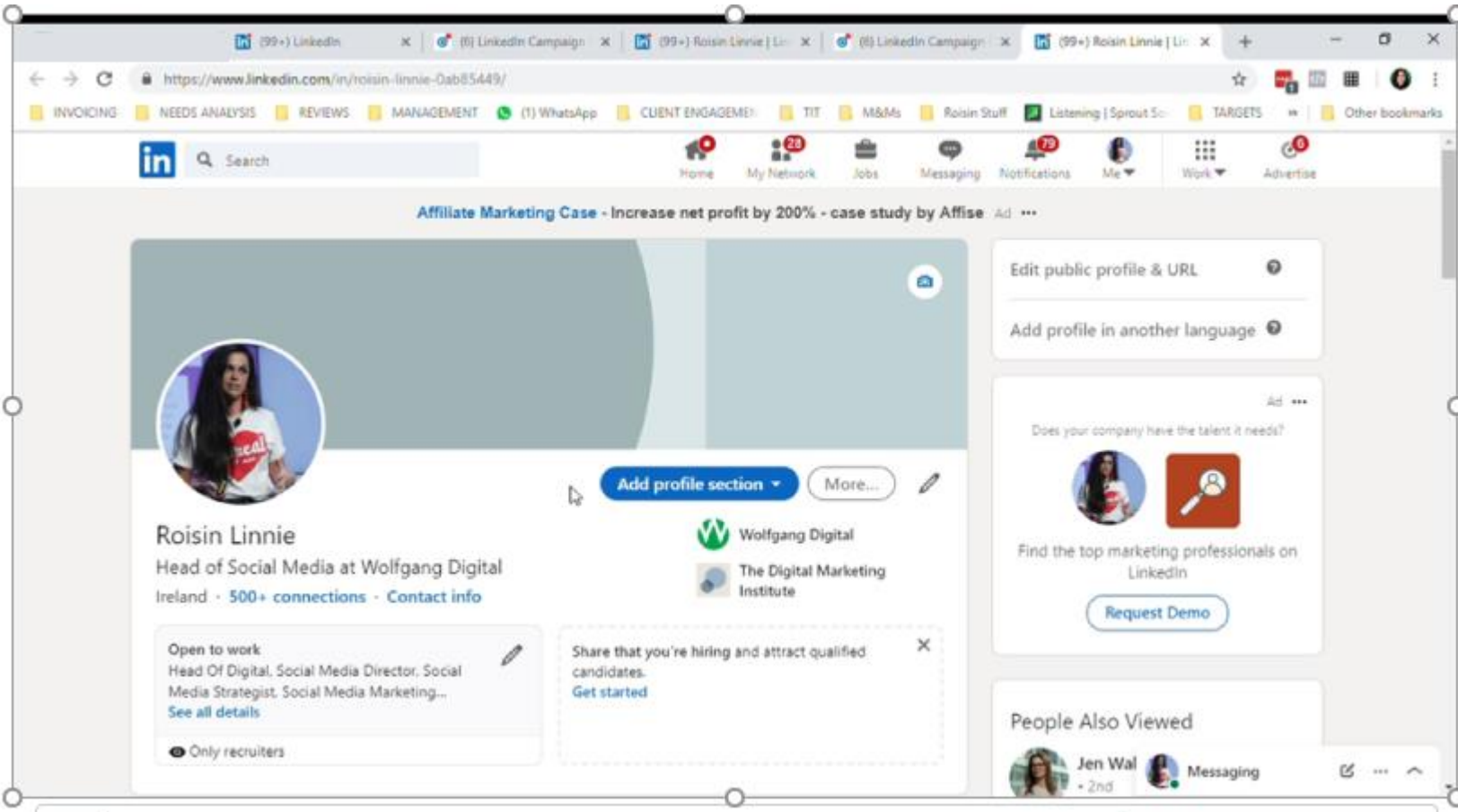
Job applicants

Creating your first LinkedIn Ad campaign

- **Sponsored Content** is native advertising that appears in the LinkedIn feed across desktop, mobile, and tablet. There are 3 formats available: Single-Image Ads, Carousel Ads, and Video Ads.
- **Sponsored Messaging** delivers personalized, targeted LinkedIn messages that drive more conversions than email. There are 2 formats available: Message Ads and Conversation Ads.
- **Text Ads** are pay-per-click (PPC) or cost-per-impression (CPM) ads that appear across LinkedIn desktop. These ads feature a simple headline, description, and small image.



Creating your first LinkedIn Ad campaign



Browser tabs: (99+) LinkedIn, (6) LinkedIn Campaign, (99+) Roisin Linnie | Li..., (6) LinkedIn Campaign, (99+) Roisin Linnie | Li...

Browser address bar: https://www.linkedin.com/in/roisin-linnie-Dab85449/

Browser bookmarks: INVOICING, NEEDS ANALYSIS, REVIEWS, MANAGEMENT, (1) WhatsApp, CLIENT ENGAGEMENT, TIT, M&Ms, Roisin Stuff, Listening | Sprout Sc..., TARGETS, Other bookmarks

LinkedIn navigation: Home, My Network (28), Jobs, Messaging, Notifications (79), Me, Work, Advertise (0)

Profile banner: Affiliate Marketing Case - Increase net profit by 200% - case study by Affise Ad ...

Profile picture: Roisin Linnie

Profile name: Roisin Linnie

Profile title: Head of Social Media at Wolfgang Digital

Profile location: Ireland · 500+ connections · Contact info

Profile sections: Add profile section, More...

Company affiliations: Wolfgang Digital, The Digital Marketing Institute

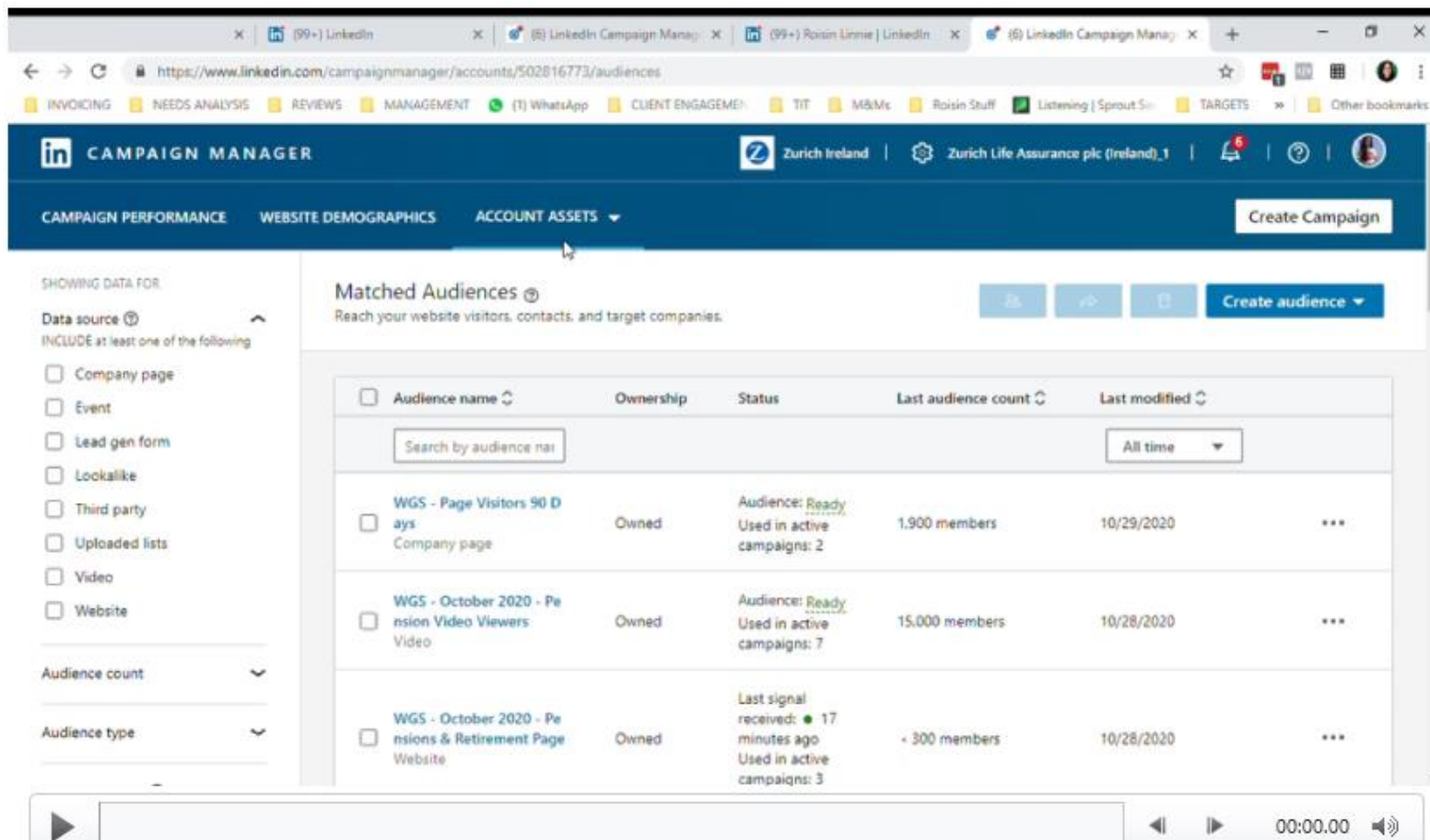
Work status: Open to work (Head Of Digital, Social Media Director, Social Media Strategist, Social Media Marketing... See all details) Only recruiters

Right-hand section: Edit public profile & URL, Add profile in another language, Ad ... Does your company have the talent it needs? Find the top marketing professionals on LinkedIn Request Demo

People Also Viewed: Jen Wal (2nd), Messaging





Setting up LinkedIn audiences




The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area is titled 'Matched Audiences' and contains a table of existing audiences. A search bar is present above the table. On the right side of the page, there is a play button icon with a hand cursor pointing to it.


SHOWING DATA FOR

Data source  

INCLUDE at least one of the following





- Company page
- Event
- Lead gen form
- Lookalike
- Third party
- Uploaded lists
- Video
- Website





Audience count 

Audience type 

Matched Audiences

Reach your website visitors, contacts, and target companies.

   [Create audience](#) 

<input type="checkbox"/>	Audience name 	Ownership	Status	Last audience count 	Last modified 	
<input type="checkbox"/>	<input type="text" value="Search by audience name"/>				<input type="text" value="All time"/> 	
<input type="checkbox"/>	WGS - Page Visitors 90 Days Company page	Owned	Audience: Ready Used in active campaigns: 2	1,900 members	10/29/2020	...
<input type="checkbox"/>	WGS - October 2020 - Pension Video Viewers Video	Owned	Audience: Ready Used in active campaigns: 7	15,000 members	10/28/2020	...
<input type="checkbox"/>	WGS - October 2020 - Pensions & Retirement Page Website	Owned	Last signal received: 17 minutes ago Used in active campaigns: 3	< 300 members	10/28/2020	...

Optimising Campaigns - Key Metrics to Look At

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there are navigation tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is visible on the right. Below the navigation, there are filters for 'Accounts' (Zurich Life Assurance plc), 'Campaign Groups' (Broker Intro Video - October 2020), 'Campaigns' (0 total), and 'Ads' (0 total). A search bar contains the word 'broker'. The main table lists campaign groups with columns for Name, Status, Spent, Impressions, Clicks, Average CTR, Views, View Rate, and eCPV. A notification at the bottom states 'Your audience has been successfully created.' and a pagination control shows '1' of 3 items.

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Views	View Rate	eCPV	...
1 selected Campaign Group	-	€0.00	0	0	-	0	-	-	0
<input checked="" type="checkbox"/> Broker Intro Video - October 2020 CID: 612248624	*** Archived	€0.00	0	0	-	0	-	-	0
<input type="checkbox"/> Broker Test Campaign - October 2020 CID: 612249104	*** Draft	€0.00	0	0	-	0	-	-	0



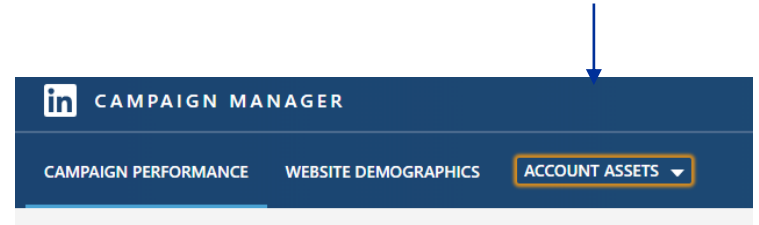
TRACKING

LinkedIn Insight Tag

The Insight Tag should be incorporated as a standard component of your website's pages to enable these LinkedIn Marketing Solutions features. You will need to ask your developer to install this tag on your website.

To add the LinkedIn Insight Tag to your web pages, you'll need to access your unique LinkedIn Insight Tag JavaScript code first:

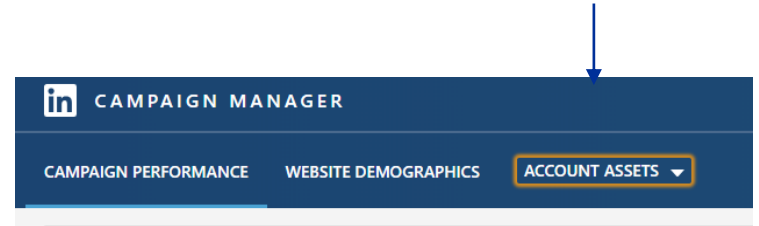
1. Sign in to [Campaign Manager](#)
2. Click the correct account name
3. Move your cursor over the Account Assets tab in the top navigation bar and select Insight Tag from the dropdown.
4. Click Install my Insight Tag.
5. Select the method you'd like to use to install your tag. To see the tag code, select I will install the tag myself.



LinkedIn Insight Tag

From there:

1. Copy the entire Insight Tag code from the window.
2. Click **I'm done**.
3. Add the JavaScript code to every page on your domain, preferably right before the end of the <body> tag in the global footer.
4. Once we receive a signal from the tag you've placed on your website, your domains will appear under **Insight Tag**.



RECAP

- LinkedIn is a great platform for thought leadership and to show off your expertise. It's also a great place to discover relevant content.
- Posting content regularly on LinkedIn will help you look more professional and improve your credibility. It can also help keep you top of mind and provide opportunities for others to engage with you.
- Similar to Facebook, consider the funnel when posting on LinkedIn. Ask yourself whether the content you are posting sits at the Awareness or Action stage as this will influence your targeting.
- The targeting capabilities on LinkedIn are excellent, you can target by Job Title, Industry, Company and more. Keep in mind, the cost to advertise on LinkedIn can be quite high compared to Facebook.

Thank you

